MODERN PACKAGING

GENERAL ALPHABETICAL INDEX

of articles, departments and subjects published in

VOLUME 41

January through December 1968

HOW TO USE THIS INDEX

Here are tips on how best to use this index. It is arranged alphabetically by major subjects of packaging interest and by company names. Under each subhead are the titles of all articles and departments of Volume 41 that deal with that particular subject. Additional subheads are used to cross-index subjects where two or more terms have similar meanings. On technical and engineering subjects, you may also want to consult the "Author's Index" on the last page.

All names of packaging and supplier companies are listed alphabetically, flush with the left side of the column. Indented below each company name are articles and important department items involving that particular company.



MODERN PACKAGING

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Four-side decorating in one pass	Aug.	125	How fares public education on packaging in Canada?	Nov.	130
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Sampling in plastic bottles may become commonplace, but TWA and American Airlines no longer give away			CONTAINERIZATION		
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Designs for the distaff smoker	Aug.	96	Containerization has failed to foil pilferage, according to the Security Bureau, Inc.		
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Elegant plastic cigar box	June	117	boundaries, according to Bulk Packaging & Containerization Institute	Apr.	41
Civil Aviation Board To label a hazardous product	Mar.	120	Containerized cargo is one of key issues in International		
Clairol, Inc.			Longshoremen Assn.'s strike of Atlantic and Gulf Coast ports	June	42
Clairol has back-of-head view carton for Come Alive	Feb.	94	Far-reaching effects of containerization may include		
Bouble convenience for new cylindrical bottle with	A CAP.	17-6	obsolescence of some product-manufacturing		
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level, for professional hair-care products	Sept.	126	Continental Baking Co.	Out	123
Clapp & Poliak, Inc.		100	Cellophane-coating knowhow is applied to polypropylene, glassine	Oct.	
AMA Show to be held in New York in May	Mar.	168	PI Forum – showing a new awareness	July	48

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PAIAII Show now accepts both packaging and			Big bid by plastic beer case	Jan.	106
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Ball Co. introduces bath products for women in exotic Eastern motif	May	147	CUSHIONING MATERIALS		
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Double convenience for Clairol's new cylindrical bottle			D&G Co.		
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Some Pennsylvania consumers paying 1-cent-a-quart premium for milk in polyethylene bottles	Sept.	37	Labelon Corp.'s polyethylene bottle for developing powder plugs into duplicating machine	Sept.	132
Wax loses to polypropylene in milk-carton market by 200,000 tons to date, but hot-melt coatings enable wax to fight back strongly, says American Petroleum			New, sophisticated dispensing packages	Mar. Nov.	48 60
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Dannon Milk Products Adaptations power the packaging thrust in '68	May	124	Self-measuring polyethylene container adopted by S.E. Messengill for liquid douche product	Mar.	101
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Derst Baking Co. Derst Baking Co. introduces simulated kraft bag, really			Displaying bags and cards	Mar.	50
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Acetate window and bold stripes distinguish hang-or-stand card for American Safety Razor's Super Stainless		100	achieved with folding polystyrene-sheet tubing	Apr.	95
Personna blades	June July	136 131	polyethylene handle bags for women shoppers	Jan. May	97 132
American Standard's Church Products Dept. packages toilet seats in fashion designs with carry handles	June	42	New alternative to blisters New shipper-display for young people's toothbrushes in form of Jumbo, the elephant, who never forgets to	May	102
Bali Co, introduces bath products for women in exotic	May	147	brush - from Vistron's Pro Brush Div	May	147
Eastern motif Box design "rubs off" on product	June	109	Sales boost forecast for Du Pont's Stren monofilament		
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Design trend in cosmetics and toiletries packaging shifts from expensive to more standardized operations for	May	41	Zenith radio sandwiched between top and bottom end caps of polystyrene foam for shipping and display	Mar.	101
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New can shows the old	Dutte	2.20	An advance look at the big Show	May Feb.	152 105
Staks reflects glow of product	Jan. Mar.	96 86	N FPA cites nackages	June	201
New muscle in the battle of the brands	Mar.	00	Striking design for Dow's new 1 gal. polyethylene	Feb.	95
Alan Berni, who suggests changes	May	44	container of summer coolant and antifreeze The waste-high crisis	Nov.	105
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Shared design responsibilities inevitably result in mediocrity, says Ira Schwartz of Schwartz/Wassyng,			Downey Fertilizer Co. Two starbursts bring spreading convenience to fertilizer	Sept.	110
Inc. before California Cosmetics Assn.'	Aug.	42 66	Doyle, Dane, Bernbach, Inc.		
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White Magic fabric softener has new polyethylene bottle with swirling lines and easy grip	May	146	Bag-in-box with extras	Nov. Oct.	108 134
Diamond Alkali Co. New PVC resin for big bottles	Feb.	46	Cartoned blister stands up to attract attention to Ciba s	July	96
Diamond National Corp.	,		Privine nasal spray in polyethylene squeeze bottle Childproof package for drugs	July	85
Automatic dispenser for molded-pulp trays Dillon, J.S., & Sons Stores Co.	Jan.	48	Discreetly decorated plastic case and dispenser hides purse-size pill pack for Wyeth Laboratories Ovral		
Color coding slices bread-bagging costs	Ján.	106	oral contraceptive	Aug. Sept.	102 203
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Trim graphics set a proper mood for Obesity Bell weight	Aug.	102	Gnulyte Ltd. packages automobile bulbs in triple clear cellulose-acetate tubes	Jan.	97
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Unit-dose dispensing of medications is the way of the future for hospitals and extended-care facilities			Priming the design pump for 25% saving	Feb.	98
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Face opening paper hars with red tab on one side of			ENCAPSULATION		
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Of men and mice	Mar. Nov.	83 99	Washington, D. C., to coordinate marketing point of		1.6
Some packagers are still ignorant about Fair			View	June	42
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Polycarbonate gets nod for food use	Aug.	30	Crisp graphics, distinctive shapes for monopolized	South	11
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Skin-packaging by computer National Classification Committee		120	seal area that unzips stitches in 5- and 10-ib. bags of	May	147
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OIL			innovations, says the University of Delawate s Di		
First edible oil in clear plastic	Apr.	88		Sept. Nov.	12
Latest shrink shipper out of Europe comes from Redex Oil of London for four 1-gal, cans of fuel-oil additive					14
and Gold Cross, also Motor Oil	Nov.	125	Information on packaging with plastics	July	10
New anti-leak fibre-can end	July	50 141		Aug. Jan.	8
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level, for professional haircare products	Jan.	97	Convenience is a frozen-food bag "zipper" for easy reclosing	Oct.	108
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1968 could end reluctance and artificially high prices that have held polyolefin thermoforming back from		-	PREMIUMS		
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Clear PVC takes on salad dressings	Apr. Oct.	121	relates to contents and has distinctive 3-D feel for user	May	147
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